

M. & K. ROCK ISLAND CHALLENGE SALE

Commencing at once and continuing the rest of the month of February, the great M. & K. Store begins a Colossal Challenge Sale that will go down in the history of the Tri-Cities as the greatest thing of the kind ever attempted. We challenge any store in the country to match the values, the styles, the qualities, the prices offered in this event.

Unmatchable Sale of Smart New Spring Suits at \$25.00

The greatest values ever offered, bar none. We wish to emphasize that these suits are the most popular styles, popular materials, popular shades, new shipments, fresh from the leading New York makers on sale at prices that others pay wholesale. All sizes, Spring Suits for women, sizes 34 to 50, Misses' and Juniors' sizes. 14 to 20.

MATERIALS—Checks, Serges, Gabardines, Worsted, Latest Spring Materials, Newest Novelities, Velour Check, Silk Suits.

STYLES—All the smart new models for women, misses and juniors in silk and cloth suits.

SHADES—Rookie, Navy, Tan, Russian Blue, Black and White Checks, Reseda, Gray, Brown, Hague, Black, and all the rest.

Values to \$39.50.

Comparison will prove that there is nothing to match this sale of new spring suits at the M. & K.,

CHALLENGE OFFER

Another incomparable offer in this Colossal Challenge Sale at the M. & K. Store, Rock Island, includes Women's, Misses' and Juniors' Suits in all the snappy, stylish, new Spring models, fabrics and colors. This is without question the strongest values that the Tri-Cities have ever had the opportunity to take advantage of. The M. & K., Rock Island, is the Ladies' Store of the Tri-Cities and we intend to maintain this supremacy at all hazards. We challenge any store in the country to match these Spring suits on sale at \$14.95 and \$16.95.

Challenge Sale of Women's, Misses' and Juniors' Smart New Spring Suits, values to \$35 at \$22.50.

Others may match our prices, but not our values.

Challenge Sale of Women's, Misses' and Juniors' fine Silk and Cloth Suits, values to \$39.50 at \$25.

Challenge Sale of Spring Coats

New shipments of Spring Coats just received from the makers and offered in this Challenge Sale at prices that will agreeably surprise you.

Checked Coats

They're all the rage and we offer them in this sale in all sizes for Women, Misses' and Juniors' at \$14.95, \$12.50, \$9.95 and \$7.95.

New Wool Velour Checked Coats All the Craze.

We have all the new wool velour checks and offer them in this sale at prices that defy competition, \$25.

Scores and scores of all the smart new sport coats in every imaginable new material, color and style for women, misses and juniors.

Corduroy Sport Coats in white, tan, blue and rose, \$7.95 at \$11.95 and

White Chinchilla Sport Coats, belted models, \$11.95 at \$14.95, \$12.50 and...

Plaid Sport Coats in all the new shades, at \$12.50

Sport Coats in the New Jersey Cloths, rose blue, tan, green \$16.95

Smart New Covert Coats in all the New Spring Styles \$7.95 at \$14.95 and

Finer Covert Coats in a Great Challenge Sale at \$16.95 at \$22.50, \$19.95 and ...

Serge Coats and Poplins at \$45, \$12.50 to \$9.95

Silk Coats at Challenge Sale Prices

Skirts

200 New Spring Styles in Serges, Poplins, GOLFINE, Cuddah, Checks, Stripes and Plaids in all sizes and extra sizes on sale at \$3.95 and

\$4.95

Challenge Sale of New Taffeta Silk Skirts

This showing includes the new taffeta skirts, the shirred, and the new "flapper" side effects in all the latest ideas. Silk skirts that you would expect to pay half again as much for as the prices in this challenge sale, \$4.95 and \$8.95.

Sale of Girls' Wash Dresses

48c and 85c.

M&K

Head-to-Foot Outfitters For Man, Woman & Child

ROCK ISLAND, ILL.

Onyx \$1 Silk Hosiery 85c

Challenge Sale of Silk Petticoats



All the New Spring Shades to Wear With Your New Spring Suit and Dress. Plain shades and changeable silks. \$4.50 values at \$2.95 \$6 silk Petticoats on sale at \$3.95

M. & K. Rock Island

Challenge Sale of HOSIERY



In connection with the opening of our ladies' new hosiery department on the main floor, we announce this challenge sale offering more than 15,000 PAIRS of women's and children's stockings in the famous

Onyx & Other Trade Mark Lines

5 Cases of Women's Boot Silk, Silk Lisle and other better qualities of hosiery in black, white and colors on sale at 43c.

5 Cases of Women's Fiber Silk, Silk Lisle and other standard qualities of hosiery in black, white and colors, fast dyes, challenge sale, 33c.

We also expect shipments of women's cotton lisle hosiery and other grades that are now on the way by fast freight and when they arrive, we will place them on sale at 19c.

Silk Hosiery in All the New Shades

Rose Russian Green Emerald Arizona Silver Light Silver Aero Gray Fancy novelties And every imaginable shade on sale at 55c.

M&K

Head-to-Foot Outfitters For Man, Woman & Child

ROCK ISLAND, ILL.

Great Special Offer of Ladies' Silk Hosiery

In all the new shades on sale at 68c.